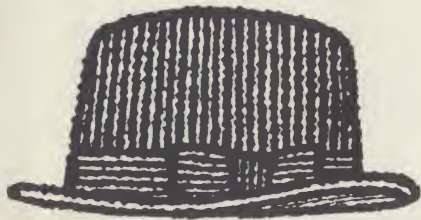


Esquire

1255 PORTLAND PLACE
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A GENTLEMAN'S --- GUIDE --- TO BEING A --- GENTLEMAN

That's what this letter is.
& in it you'll also find an
opportunity to subscribe
to America's most exciting
magazine for gentlemen at
a positively roguish price.

THE MAGAZINE? WHAT ELSE BUT
Esquire



Dear Sir:

Luckily, concepts change.

What was considered a gentleman yesterday would be called something quite different today ...

Just to show you how much things have changed, America's foremost magazine for gentlemen has devised a brief game:

Its purpose is to help modern gentlemen like yourself find out how gentlemanly you really are.

To play the game, just go get a pencil, sit down somewhere comfortable, and put your tongue in your cheek.

Ready to begin?

TURN THE PAGE!

a gentleman's guide to being a

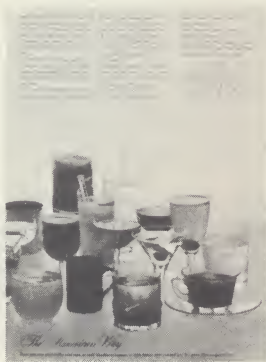
A modern gentleman knows a little about national affairs.



"Not since Mary Todd Lincoln has a President's widow been so heavily engaged with legend, if not history. But then legend-making is necessary to the Kennedy future." That's the gist of a penetrating essay by Gore Vidal on the Kennedy Dynasty. In Esquire's pages, timidity gets the old heave-ho. National affairs are treated with a toughness and an incisiveness thoroughly in keeping with the rough and tumble of politics itself.

CHECK HERE: ☐ I am a gentleman who appreciates color and candor in the reporting of national goings-on. I'm satisfied to get my day-to-day information from the newspaper, but I'd appreciate Esquire's broader view of important issues -- and Esquire's brand of crisp, no-nonsense writing.

A modern gentleman knows a little about drinks.



How about something really different for a change? Try the Vodka steamer: heat a cup of clam juice, a tablespoon of tomato catsup, a pinch of celery salt, a dash of Tabasco. Pour a jigger of Vodka into a mug and fill it with the steaming juice. See if it doesn't warm the bivalves of your heart.

CHECK HERE: ☐ I am a gentleman who enjoys a new drink every once in a while, and could use a magazine like Esquire that regularly comes up with ideas for making them. Same thing goes for interesting new foods, too.

A modern gentleman knows a little about sports.



"Pro football is the closest thing you can get to all-out war," Baltimore's quarterback Johnny Unitas says. "It is physical combat. In place of weapons, they use hands, forearms, shoulders, and anything else they've got to get at you. Thank God they don't have guns out there, but sometimes I wish I had one." Some pretty definite opinions are regularly aired in Esquire, the magazine that enjoys after-the-game talk as much as the game itself. Almost.

CHECK HERE: ☐ I am a gentleman who yearns for the outdoor life, but whose chief exercise these days seems to be getting to and from the office. Esquire's frequent articles on football, baseball, fishing, hunting, golf - even polo and squash - would at least let me keep my imagination in shape.

modern gentleman: CHECK EACH BOX THEN TURN PAGE

A modern gentleman knows a little about fashion.



"Some classics are the product of a fine long tradition. Like great Works of art, their perfection comes from evolvment and is the better for no change." That's Esquire in praise of the trench coat -- always in style, always right, always proper in the wardrobe of the elegant man. From the classic to the boldly novel, Esquire casts a knowing eye over each season's offerings -- helps you separate trends from fads.

CHECK HERE: ☐ I am a gentleman who enjoys looking good. I like clothes that reflect my own individuality -- but nothing too ornate or overdone, thank you. I can certainly use advice from Esquire to help me get the right playback from my mirror.

A modern gentleman knows a little about fiction.



"There must be many mail clerks, office girls, and stock clerks who are afraid of everyone in the company, and there is one typist in our department who is going crazy slowly and has all of us afraid of her. Her name is Louise. Our biggest fear is that she will go crazy on a weekday between nine and five and involve those of us on the same floor with her in some dangerous and embarrassing commotion." Arresting fiction, like this Joseph Heller excerpt, is standard Esquire fare.

CHECK HERE: ☐ I am a gentleman who gets awfully tired of TV, and often wishes there were some good complete-in-one-evening fiction around the house. Tennessee Williams, Arthur Miller, William Golding, John Cheever, Bruce Jay Friedman -- any one of these Esquire weavers-of-tales can make my week nights more interesting!

A modern gentleman knows a little about travel.



Travel in style with Esquire's Richard Joseph as your personal guide. Discover off-trails, great but lesser known hotels and restaurants, bargains galore -- "On the shopping side, Madrid is one of the few places left in the world where you can get a handsomely tailored suit for \$75." You'll also learn from the natives: "One of the finest trips is the drive from Phoenix down through Tucson to Nogales and the Mexican border," advises Barry Goldwater of Arizona.

CHECK HERE: ☐ I am a gentleman who likes to travel, but I'm not J. P. Morgan on a yacht. Nothing would be more helpful to me in choosing vacation places than a magazine like Esquire that tells me how to have more fun at less cost.

So much for "A Gentleman's Guide to Being a Gentleman." If you followed the instructions properly, you now have a check mark in every box. And you know what that means: Esquire's the magazine for you!

It can't turn a square into a Woody Allen or a Mike Nichols. Nor can it turn a rube into a roué -- at least not overnight. But reading Esquire regularly can broaden a man's outlook considerably ... enlarge his horizons ... give him a tremendous new feeling of confidence and correctness ... and provide him with hours of lively entertainment.

"Best edited mass magazine in the United States today" is what one critic recently called Esquire. And who can blame him -- when a magazine manages to cover all the features you read about inside, along with fashion, sports cars, jazz, movies, books, stereo and hi fi, even gifts and girls!

The enclosed card offers you one of the best ways to begin reading Esquire you'll find. It entitles you to

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Place your order by return mail -- postage is on us -- and your subscription automatically includes, at no extra cost whatsoever, Esquire's \$1-a-copy year-end Jubilee Issue. It's edited and produced with such Medici splendor that previous editions have sold out in record time and are today proudly displayed as permanent additions to the library.

The contents of this year's Jubilee Edition are still being decided upon, but this much is definite: it'll be a honey - a rare year-end treat in the Esquire tradition. Stories, artwork, photos, features and articles are all being carefully screened from the very best that's come to the editor's desk over the past several months.

Keep that pencil handy -- to check the order form now ... then slip it into the enclosed postage-paid reply envelope ... and run, do not walk to the nearest mailbox. In a short while, the next exciting issue will be on its way to you.

Cordially,

J. L. Marshall

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Subscription Manager

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MONEY-BACK GUARANTEE

If, after sampling a few issues of Esquire, you are not completely satisfied, you need only notify us to cancel to receive an immediate refund on the remaining portion of your subscription.

4744

September 1967

Esquire

IMPORTANT NOTICE!

**Esquire's newsstand
price is going up...**

Starting with the September 1967 issue, the price goes from 75¢ to \$1.00—or \$12.00 for 12 months of Esquire bought at the newsstand. This makes the regular \$7.50-a-year subscription rate a better buy than before—and the special introductory offer enclosed the biggest bargain of them all! In short, subscribe now and save!

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